

Marketing & Audience Development Officer at Stapleford Granary

Stapleford Granary is looking for a Marketing & Audience Development Officer to join its small and hard-working team at a time of exciting change. This is an exceptional opportunity for a candidate building a career in marketing and audience development who is knowledgeable about the cultural sector and passionate about music and the arts.

Hours: this post is a new full time role, 37.5 hours per week. There is flexibility for reduced hours (25-30 per week) depending on candidate experience and requirements

Annual Salary: £22,000 - £24,000

Application deadline: 14th July 2021

To apply: please send a CV and covering letter to ace@staplefordgranary.org.uk

If you have any questions about the role, please contact us on ace@staplefordgranary.org.uk

About Stapleford Granary

Stapleford Granary is a beautiful semi-rural arts centre located 5 miles south of Cambridge City centre. This RIBA-award winning conversion of a 19th century farm complex was completed in 2018 and is owned by the Association for Cultural Exchange, a charity founded in 1958. The Granary is built on the vision and values of the Association for Cultural Exchange: fostering cultural understanding – from local to worldwide, historical to contemporary - through education. Our cultural curiosity lies at the heart of what we do, illustrated in our programming, artist residencies, research, workshops and exhibitions.

The Granary has outstanding facilities including an intimate 120 seat concert hall with two grand pianos - a Steinway B and a Yamaha Disklavier. The site includes recording and filming facilities, seminar room, art studios, gallery walkway and foyer as well as office spaces for Granary employees. Stapleford Granary is also the home of ACE Cultural Tours, a subsidiary travel company owned by the charity. ACE Cultural Tours is the longest established UK provider of cultural travel and a pioneer in adult education. All profits from ACE Cultural Tours go straight back into supporting educational and cultural projects at Stapleford Granary or with partners worldwide.

The successful candidate will join Stapleford Granary at an exciting time of change. In August 2020, a new CEO – Kate Romano – was appointed to further develop the vision of the Granary as a vibrant, thriving ‘culturally curious’ arts centre and oversee structural changes which allow the Granary and ACE Cultural Tours to pool resources and work collaboratively.

Job Description & Responsibilities

The Marketing & Audience Development Officer works with the CEO and the Marketing Manager to:

- ensure that the organisation’s external marketing communications and messaging delivers maximum effect through audience development, box office and profile
- create and implement the audience development strategy, and the relation of this plan to the Development Strategy and Business Plan for the organisation
- devise and implement marketing, communications and press campaigns, engaging directly with existing and new audiences and working with internal and external colleagues and partners

- support the organisation's Digital Strategy, taking a leading role in developing ideas and initiatives, maintaining SEO, PPC campaigns and social media channels, updating and improving web content
- undertake audience research and analysis programmes and report regularly on findings, trends and conclusions
- edit, proofread, research and create content for brochures, press releases, e-newsletters and assist in the planning, design and application of printed and digital advertising campaigns
- help build and manage relationships with external organisations, partner organisations, artists and other venues

As a growing organisation, there will be a requirement for personal growth and to further develop in the role.

Candidate Profile

Minimum requirements

- Degree level qualification or equivalent, demonstrating ability to rapidly develop and learn new skills
- Previous experience and proven track record in marketing and audience development in the cultural sector, minimum 12 months
- Strong competence in digital marketing techniques including website content management, social media, data analytics
- Excellent copywriting and editing skills

Desirable skills

- Strong knowledge of classical music (and an appreciation of jazz and folk music)
- A passion and curiosity for culture and the ways in which people engage in the arts
- Ability to manage simultaneous projects

Behavioural competencies

- Enthusiastic, articulate, hardworking with an acute eye for detail
- Calm, constructive and focused under pressure
- Creative and literate
- Self motivated, positive and professional
- Good time management with an ability to schedule and prioritise
- Excellent communication skills

Stapleford Granary is an inclusive and equal opportunities employer and is committed to the development and well-being of all its employees.

Applicants who identify themselves on the relevant section of the application form as having a disability under the Equality Act 2010 will be automatically guaranteed an interview providing they meet all the essential criteria.

Candidates are encouraged to apply immediately with a closing date of **14th July 2021**.